U.S.ARMY

MWR

FOR ALL OF YOUR LIFE

Welcome

About These
Visual Identity Standards

To safeguard and support the long-term success of the MWR brand, it is important for MWR communications to be unified and centrally managed.

A positive, unified MWR brand image can only be instilled and maintained with a consistent, coordinated approach. The brand identity is the cornerstone of this effort.

The objective is to develop an MWR brand identity that conveys one family of services, one voice, one look and one level of service and serves as a powerful foundation to engage employees and customers.

To this end, this document contains guidelines on how to represent the MWR brand and templates for use when applying the guidelines.

The Visual Identity

The development of the Visual Identity Standards and communication templates will:

• Facilitate more accurate perceptions of the full breadth, depth and value of MWR programs and services worldwide;

• Drive overall awareness among key audiences.

• Convey imagery that supports MWR brand positioning.

• Provide clear, practical standards for use by any person or department responsible for the development of communications and marketing materials, as well as advertising agencies, design firms, and other outside vendors who work for MWR (including printers, developers of electronic inter-faces, signage suppliers, etc.);

• Increase efficiency in the development and production of marketing materials;

• Allow all MWR marketing profesionals to create communications materials quickly, effectively, and with a consistent level of high quality; and

• Reduce costs by diminishing the need for outside vendors.

Introduction

U.S. Army MWR Visual Identity Standards

Basic Guidelines

1.1

**The Foundation for all
MWR Visual Communications**
It is extremely important that you read
this section of the guidelines before
proceeding with the other sections or
developing new materials. The information
provided here pertains to virtually all
communications materials, from business
cards to signs to pens.

It is important that the visual look of
all communications remain identical from
one piece to the next to give credit to
U.S. Army MWR as a unified and cohesive
family of services.

We have provided templates in
appropriate software programs
to make it easier and faster to create
your own designs. Look for these
interactive icons:

You will notice as you work with the
templates that you are only able to
change your personal information (i.e.,
name, title, address, etc.).

Preferred and Alternate Signatures

The signatures shown to the right are for general MWR use.

In developing the designs for the new MWR logo, it became apparent that certain business units within MWR need to be featured with separate, distinct logos for both customer navigational as well as visibility needs. The signatures for all core groups are shown on pages 1.3 and 1.4.

The preferred use of all signatures includes the words "U.S. Army."

There are, however, applications of the signatures that require the use of an alternate treatment and exclude the words "U.S. Army." When the signature will appear less than one inch, such as on a premium, like a pen, the alternate signature should be used.

Important!

Reproduction-quality digital art is supplied in the folder "Signatures" on this CD. They can also be downloaded from our Web site at http://brand.armymwr.org.

This includes all permissible color combinations for all the core groups. These signature files should never be opened or altered in any way. In addition, you should not add onto nor delete any part of these signatures. Altering these files can dilute the visibility and therefore cause confusion as to the understanding and importance of the MWR brand.
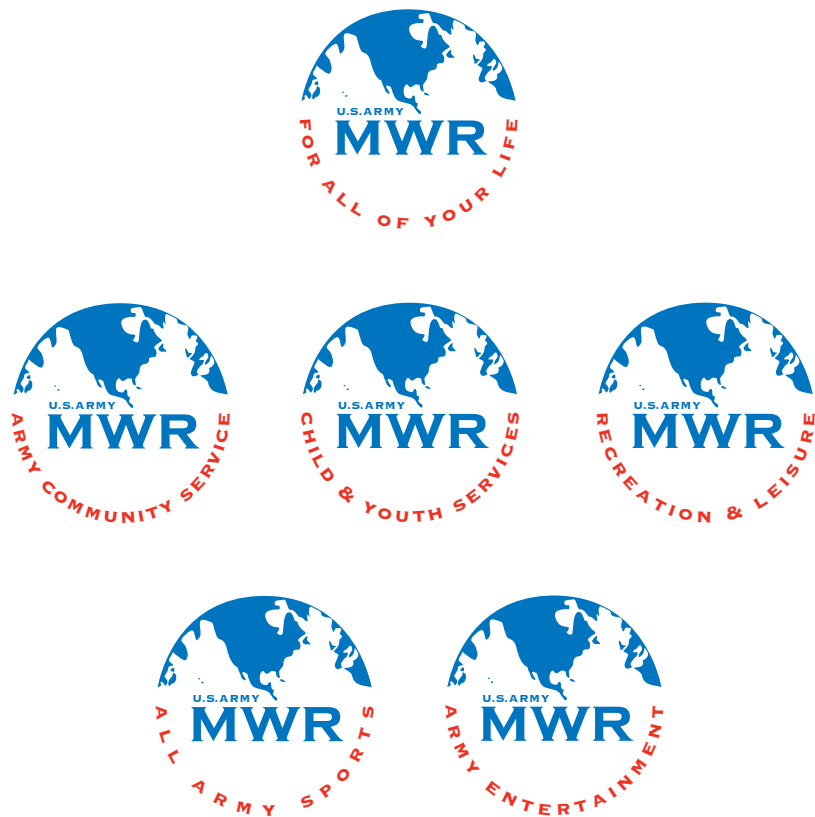
1.2

Preferred Signature

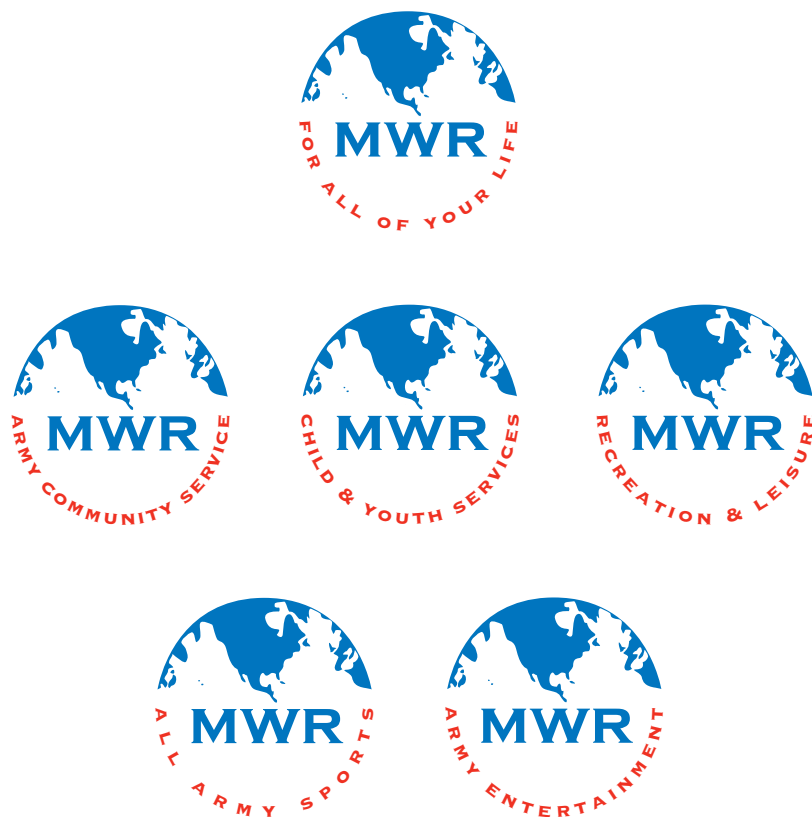**Alternate Signature**
(Only used for signatures smaller than 1")

Core Groups Preferred Signature

The signatures above are the core groups preferred signatures.

Important! For illustrative purposes, all exhibits in this document use the MWR Signature. Core Groups should substitute their signatures where appropriate.

MWR
FOR ALL OF YOUR LIFE

MWR
ARMY COMMUNITY SERVICE

MWR
CHILD & YOUTH SERVICES

MWR
RECREATION & LEISURE

MWR
ALL ARMY SPORTS

MWR
ARMY ENTERTAINMENT

Core Groups Alternate Signature

The signatures above are the core groups alternate signatures which exclude the words "U.S. Army." As previously explained, these signatures should only be used when the signature appears less than one inch size, on stationery for example, or small premiums.

**Protecting Our Most
Valuable Communications Assets**
The MWR signatures are the most
important single component of the
new visual identity. If we treat this new
visual identity with care and respect,
others will view it similarly. Please leave
space surrounding the signature equal
to or greater than the width of the
the "W" in the logotype.

W

W

U.S. ARMY
MWR
FOR ALL OF YOUR LIFE

Zones

As you can see at the right, communications materials are often divided into zones in order to control the content and visual identity of the piece. Zones help manage where it is permissible for information to be placed so that all materials have a consistent look and feel.

Signature Zones

The signature zone reserves a spot for the MWR signature alone to be inserted with plenty of surrounding space to protect it from all other content and design elements. It provides a framing area for this element of importance. It also emphasizes that a signature is just that – an element indicating ownership, showing authorship. And importantly, placing the signature zone at the bottom of communications materials reserves the larger and top-most area for content, which, after all, is the reason for the communications materials.

Signature-Free Communication Zones

The signature-free communication zone is used for content such as who the piece is for, who it is from, the name and description of the program, service, facility, and the benefits. Not allowing signatures in this area forces us to use this premium space for clear and compelling messages and images.

For Whom

From Whom

Name of Program, Service, Facility

Description

Benefits

Signature-Free Communication Zone

Signature Zone

Signature

Front Cover of Publications

1.7

Signature-Free Access Zones

Establishing an area for information on how to access programs and services will help to drive customer participation. The access zone on the back page of brochures should contain contact names, phone numbers, Web addresses, service locations and facility addresses. It should not contain any other signatures or logos.

Signature-Free Access Zone

Signature Zone

More Information

Contact Names

Location

Web Addresses

Signature

Back Cover of Publications

Zones

1.8

Type for Every Purpose

These typefaces were chosen because of their unique characteristics and because they can be used together effectively.

• Galliard is a classic serif face. Serifs are the fine lines finishing off the main strokes of a letter.

• Optima is a unique blend of classic and modern. It has thick and thin strokes but no serifs.

• Copperplate has serifs but equal weight vertical and horizontal strokes.

• Gill Sans is a strong san serif face with personality.

• Friz Quadrata is a seriffed face with flair and works especially well for headlines.

• American Typewriter has become popular again with the younger generation and works well for both headlines and text.

These all come in many styles (italic, bold, etc.) and may be used on any and all MWR-related communications.

Galliard

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Optima

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Copperplate 33BC

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
123456789

Gill Sans

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Friz Quadrata

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

American Typewriter

ABCDEFGHIJKLMNOP
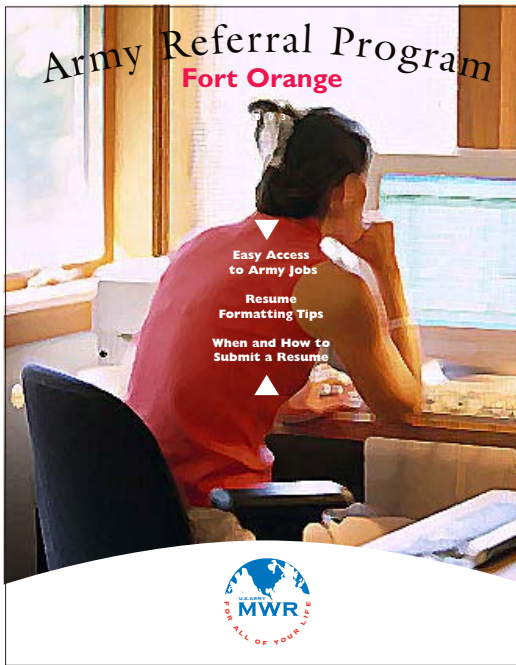QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

1.9
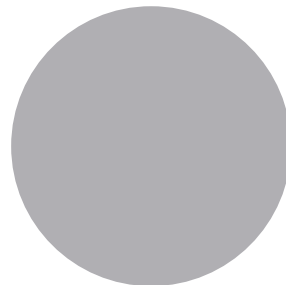
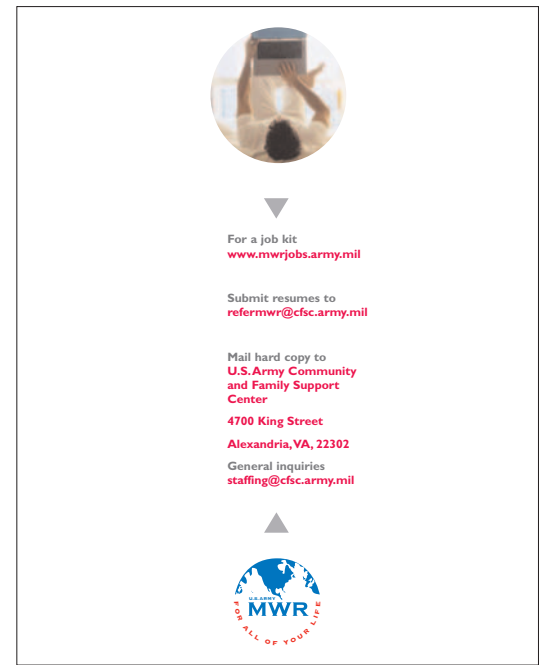**Adding Uniqueness to
Our Visual Identity Program**
Using circular images, shapes and
type elements, we echo our unique
signatures and create a distinctive and
easily recognized look at the same
time.

You can use these shapes to organize
information or to simply add style to
what might otherwise be a plain cover
or page. We encourage you to use
the other shapes shown on this page
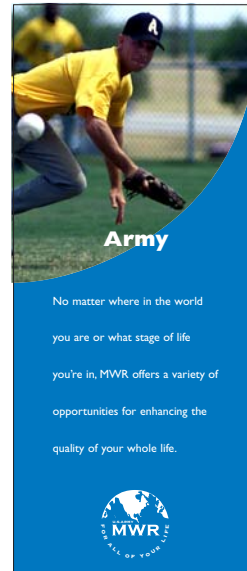to add flair and function to the
communications materials.

The following pages will illustrate a
sampling of how these elements can be
used together.

1.10

Army Referral Program
Fort Orange

Easy Access
to Army Jobs

Resume
Formatting Tips

When and How to
Submit a Resume

MWR

Front Cover

For a job kit
www.mwrjobs.army.mil

Submit resumes to
refermwr@cfsc.army.mil

Mail hard copy to
U.S. Army Community
and Family Support
Center

4700 King Street

Alexandria, VA, 22302

General inquiries
staffing@cfsc.army.mil

MWR

Back Cover

Army

No matter where in the world

you are or what stage of life

you're in, MWR offers a variety of

opportunities for enhancing the

quality of your whole life.

MWR

Front Cover

The U.S. Army Community and Family Support Center
is headquarters for Army MWR.

MWR is compassionate, connected
and creative – and it's here for you.

You'll find more on what MWR has to
offer you at **www.armymwr.com.**

MWR

Back Cover

1.11

The MWR Academy

FULL VELOCITY

LEARNING @ FULL VELOCITY

While you're staying with us at Fort Drum, come borrow the items you may need from out well equipped Loan Closet.

You'll find pots and pans, dishes, coffee makers, tosters, silverware, cots, chairs, strollers and high chairs and lots more.

Loan Closet

FOR GUESTS WHO ARE IN TRANSITION

MWR IS SELF-RELIANCE

"Although my family has moved all over the world as my husband has been transferred, when we found out he was going to deploy, I was worried – not only about running a household alone, but about filling the shoes of both mother and father for my two sons. I discovered though, that thanks to MWR support, I have resources I can depend on to help us get through this tough time.

"As a mother, Family Readiness Groups really prepared me to handle everyday issues while my husband was away."

As a mother, Family Readiness Groups really prepared me to handle everyday issues while my husband was away, and to become a lot more self-sufficient than I could have imagined.

Yes, I still worry about my husband while he's overseas. But I stay busy with MWR activities like yoga at the fitness center. I've even discovered artistic talent I never knew I had thanks to a framing course at the arts and crafts center. And, after a series of lessons at the driving range and some practice time, I'll be able to surprise my husband when he gets back home by being able to join him on the golf course.

Meanwhile, my boys have made new friends at great after-school programs, and they e-mail their dad about their soccer teams' successes.

MWR has really been there for me and my family. It's so comforting to know that someone is looking out for us while my husband is overseas."

Susan, 36

For more information on what MWR can offer you, go to www.armymwr.com

COMMUNITY

You play an important role in the community around you. MWR supports you with activities, events and celebrations that bring people together.

MWR is for all of your life...
No matter where in the world you are or what stage of life you're in, MWR offers a variety of opportunities for enhancing the quality of your life.

www.armymwr.com

MWR
ARMY
FOR ALL OF YOUR LIFE

Self Reliance

Soldiers continually train to build skills and stay sharp. In so many ways, MWR gives you that same edge through a world of choices for you and your family. From financial counseling to preparedness for deployment or reunion.

No matter where in the world you are or what stage of life you're in, MWR offers a variety of opportunities for enhancing the quality of your whole life.

www.drum.army.mil/events/calevents.htm
FORT DRUM MWR
315.772.3304
MWR
ARMY
FOR ALL OF YOUR LIFE
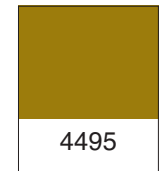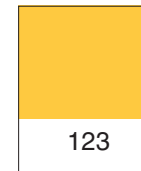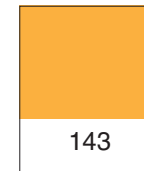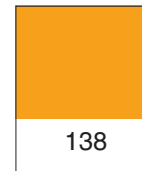
Core Colors

Why These Colors?

They are handsome, bright, vivid and distinctive. Any quality commercial printer can easily print these colors. Pale colors were excluded because they are too soft and too light for positive application. Metallics were also excluded for being too extravagant looking.

Practically Speaking

These colors were also chosen because they have close matches in CMYK (four-color printing process colors). MWR prints the majority of its materials in four-color process and so it is important that the core colors can be matched in this way. These colors help create a strong, easily recognized identity and support and strengthen the existing MWR logo.

1.13

2935

MWR Blue

138	143	123	4495
139	1525	7420	215
1795	255	668	7475
7461	3285		

1.14
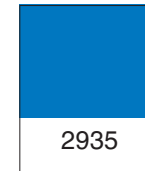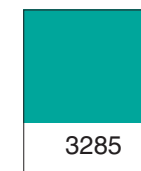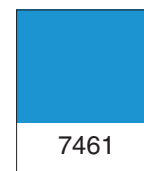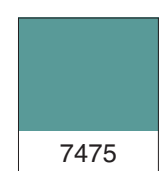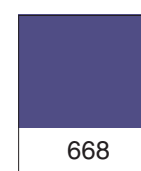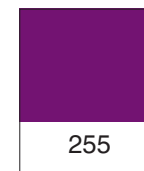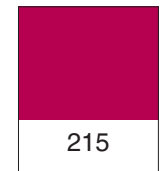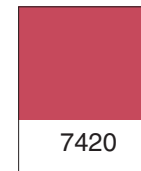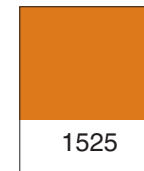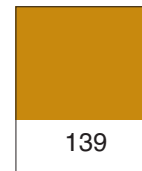
Setting the Stage
These cool and warm, light and dark neutral colors are easy to work with and provide a nice stage for our core colors. These background colors can be easily printed by any quality commercial printer and are used in conjunction with the MWR logo to support and strengthen the MWR identity.

Black

Cool Gray 2

Cool Gray

Warm Gray 2

Warm Gray 10
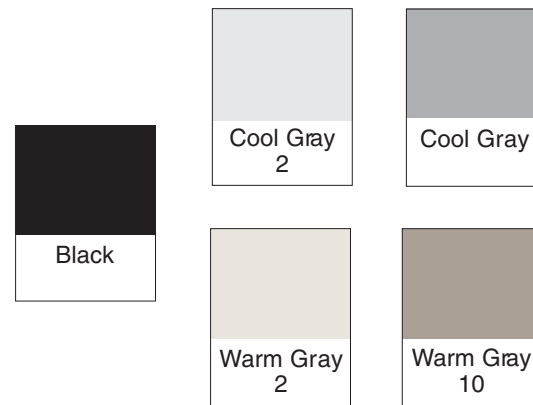
Spot, CMYK, RGB and Web Equivalents

Spot Colors	C, M, Y, K	R, G, B	Web
PMS 138 c	0, 50, 100, 0	97, 42, 0	FC9200
PMS 143 c	0, 30, 100, 0	100, 60, 11	FEA620
PMS 123 c	0, 12, 100, 0	100, 73, 11	FF33CC
PMS 4495 c	0, 15, 100, 48	49, 35, 13	996633
PMS 139 c	0, 40, 100, 25	73, 36, 0	C47C00
PMS 1525 c	15, 75, 100, 0	88, 25, 0	E66100
PMS 2935 c	100, 45, 0, 0	0, 29, 71	0A5704
PMS 668 c	60, 65, 0, 10	27, 23, 42	42326F
PMS 255 c	40, 80, 0, 20	35, 3, 35	5F00SE
PMS 7420 c	0. 90, 35, 30	61, 12, 20	C62A47
PMS 215 c	0, 100, 15, 20	65, 9, 25	B3003C
PMS 1795 c	0, 100, 90, 0	89, 13, 12	E11300
PMS 7461 c	100, 20, 0, 5	0, 46, 73	3L83BB
PMS 7475 c	50, 0, 20, 35	18, 45, 46	5A8F7C
PMS 3285 c	100, 0, 50, 5	0, 50, 44	008975
PMS Cool Grey 2 c	0, 0, 0, 10	80, 80, 80	E6E6E6
PMS Cool Grey 10 c	5, 5, 5, 60	36, 36, 36	666465
PMS Warm Grey 2 c	0, 2, 5, 9	83, 80, 74	E8E3DA
PMS Warm Grey 10 c	40, 35, 40, 55	41, 36, 28	72634D
PMS Black	0, 0, 0, 100	0, 0, 0	BLACK

Acceptable color matches for the range of approved Army MWR colors are shown above.

PMS and Pantone Matching System are registered trademarks of Pantone, Inc.

1.15

**Making Millions of
Impressions, One at a Time**
Letterhead, envelopes, business cards
and the myriad of forms we use daily
are read, passed along and sometimes
re-read many times, creating millions of
impressions. These materials speak for
the brand when we cannot be there
personally and therefore present
countless opportunities to position
ourselves not only by our thoughts and
words, but also by our appearance.

And when an individual receives
correspondence from more than one
MWR person, uniform administrative
materials over time help to create a
distinct, consistent brand image in the
mind of the person receiving the
materials. Likewise, when that person
has a good experience working with
you, he or she will have positive
expectations of working with someone
else who uses the same stationery or
business card. You can see that
presenting a unified image on all
correspondence makes it easier for
us all to share the good feelings and
good will associated with MWR.

By clicking on the icons below, you will
be able to access templates to produce
stationery and follow the suggested
style of type.

U.S. Army MWR Visual Identity Standards

Stationery

2.2

A Letter Consists of Three Important Elements

1) The letterhead.

2) The message or content.

3) The typing format for the body of the letter. It covers more area than anything else on the page and requires the same attention to detail as other elements. We have included templates to make producing professional looking correspondence easy and quick every time.

U.S. Army MWR
Fort Orange
1958 Gray St., Building 3
Brown, GR 29476
www.armymwr.com

Date

Name of Addressee
Title of Individual
Company
Street Address
City, State, Zip

Salutation:

Text of letter.

Complimentary closing,

Your name

Shown in reduced size.

2.3

Valuable Real Estate:
Business Cards

Per square inch, no printed communication bears more scrutiny or carries more important information than a business card.

We are all proud of MWR and the part we play in it. Our business cards should reflect that.

When a group of us travel from various places to attend a meeting, nothing says "quality organization" like a collection of business cards that match exactly.

John White
Services Coordinator
U.S. Army MWR

Fort Orange
1958 Gray St., Building 3
Brown, GR 29476

P: 354.847.0968
DSN: 354.1234
F: 354.946.3074
C: 354.475.9046

e: jwhite@armymwr.com
www.armymwr.com

MWR
FOR ALL OF YOUR LIFE

Shown full size.

2.4

The First Impression:
Business Envelope
You know what they say about first impressions – you don't get a second chance. Set the stage right. Use the templates.

U.S. Army MWR

Fort Orange
1958 Gray St., Building 3
Brown, GR 29476

Official Business

Shown full size.

MWR

FOR ALL OF YOUR LIFE

U.S. Army MWR

Fort Orange
1958 Gray St., Building 3
Brown, GR 29476

Official Business

**Same as Business
Envelopes, Only More So**
Use this design only if you are not
using a printed MWR label.

The relationship to top and left
edges remains the same whether the
envelope is 9"x12" or 10"x13".

2.5

2.6

Mailing Label

Use the Labels for Anything From a Large Envelope to a Jeep
But don't use them on envelopes that already have the signature and return address.

U.S. Army MWR

Fort Orange
1958 Gray St., Building 3
Brown, GR 29476

Official Business

Shown full size.

2.7

Why Not Have the Best Looking Fax Form You Can? With the templates provided, it's easy.

U.S. Army MWR
Fort Orange
1958 Gray St., Building 3
Brown, GR 29476
www.armymwr.com

Fax

To: From:

Fax: Date:

Phone: Pages:

Re: cc:

☐ Urgent   ☐ For Review   ☐ Please Comment   ☐ Please Reply   ☐ Please Recycle

Comments:

Shown in reduced size.

Reaching Tens of Thousands:
An Important Opportunity

Just think of it. Every cover, every page you design may be reproduced tens of thousands, perhaps hundreds of thousands of times. Some of these publications may be placed in public areas and read by many soldiers and civilians. Some will be passed along from one individual to another. It's a great opportunity to inform, educate, persuade and really make a difference.

In general, the design of these materials (brochures, magazines, newsletters, etc.) should be kept as simple and clean as possible. Start with a clear idea of what you want the publications to achieve and decide what elements, or ingredients, are necessary.

Almost everything you need to know about layout, signatures, colors, type and applying the circular theme is covered in section one, Basic Guidelines.

Remember to make everything that is printed consistent – from covers to inside pages and, if the publication is one of a series or a periodical, from issue to issue. This helps the reader learn how to "use" the materials and to find the next issue or related publications. On the following pages, you will find specific information on designing and producing multi-page communications materials.

U.S. Army MWR Visual Identity Standards

Print Applications

3.2

Stick with the Standards
Standard brochure sizes became standard for a reason. They fit on standard presses. Or they fit into brochure racks and file folders. Unless there is a good reason to do otherwise, we suggest that you use one of these three standard sizes.

4"x 9"

6"x 9"

8.5"x 11"

Getting Organized

You've already seen how zones can help organize a page from top to bottom. Now combine that with vertical grids and you're ready to design brochures. You don't have to use the grids. They're just there to be helpful, like a ruler lying across the page.

On an 8.5"x11" page (shown to the right), you can use up to five columns. This should be dictated by content and the practicality of fitting copy without too much hyphenation.

Lastly, for added flexibility, columns don't have to be the same width.
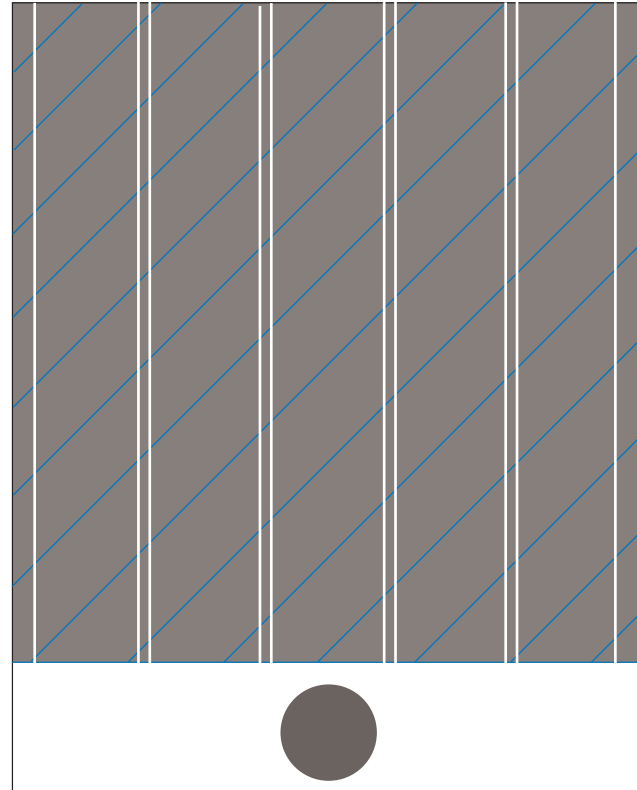
An 8.5"x11" cover with a five column grid. Remember, the columns don't have to all be the same size, you don't have to place elements in every column. Also, elements can span more than one column.
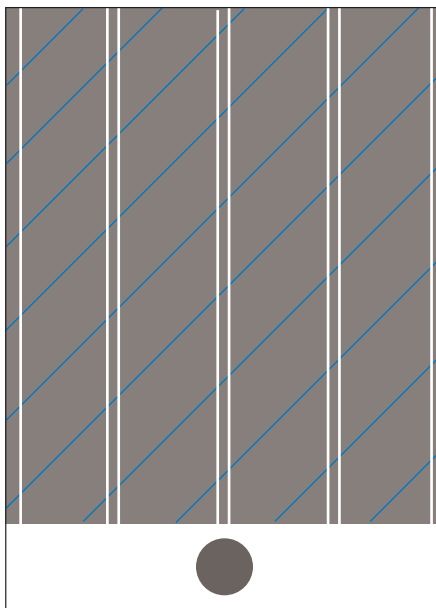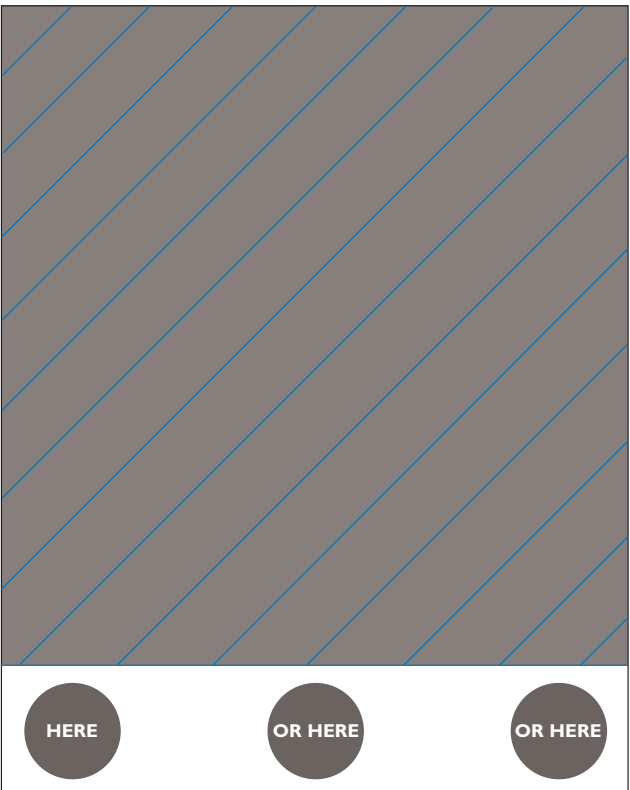
Smaller sizes generally get fewer columns.
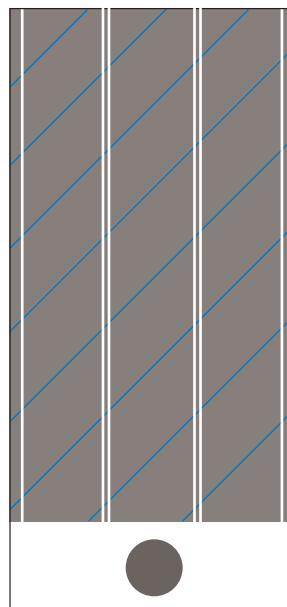
Keep it in Proportion
Pages smaller than 8.5"x 11" should generally use fewer columns. Of course, if you need more columns to organize elements, that's acceptable. Just remember to keep hyphenation to a minimum.
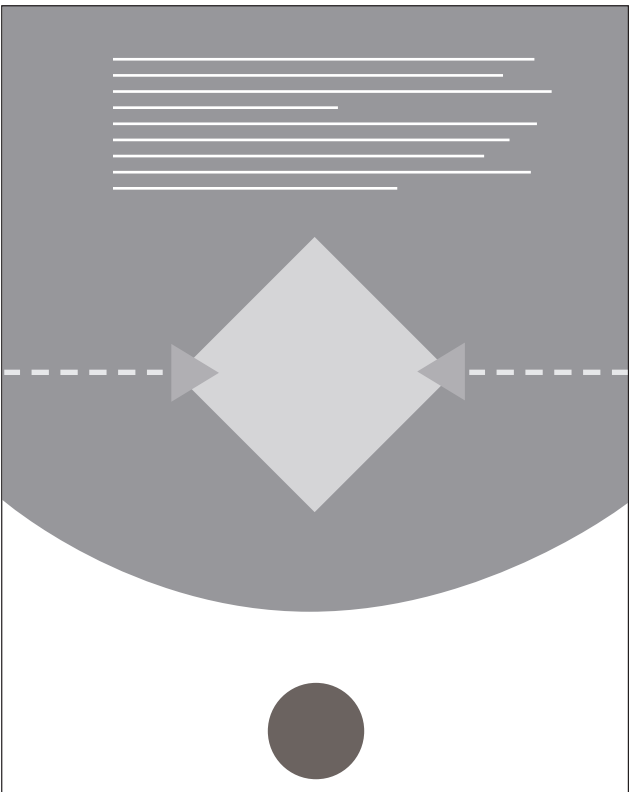
3.5

Think Horizontal
Although only one signature must be placed in the "signature zone," the position from left to right should be dictated by the design. It can be placed to the left, right or in the middle.

This applies to front and back covers.
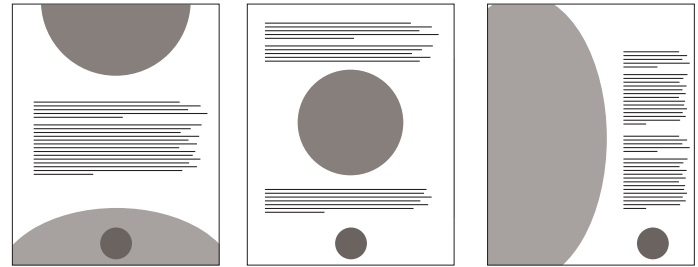
HERE

OR HERE

OR HERE

3.6

It's Not Just Circles

It would be difficult, and probably boring, to design with only circles. Use the other shapes suggested in the Basic Guidelines section, but *try to include at least one circular element on each page.* And if you do use other shapes, make sure that the circular element is the most prominent. This is how you can support the MWR family look.

Remember that the circular look can be achieved with shapes, images and type. More importantly, you can achieve prominence not only with size but also by placement and color.
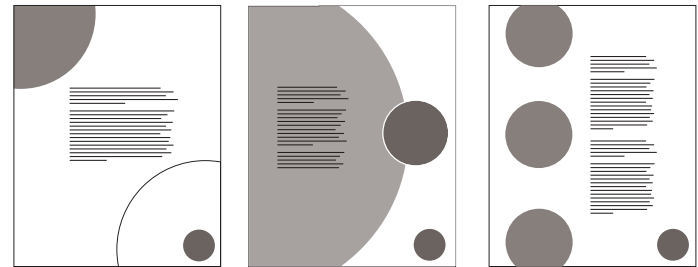
Important!

Refer to your software program manual for instructions on creating type in circles and placing photos in circular shapes. If you require further help, click the contact button below and request guidance.
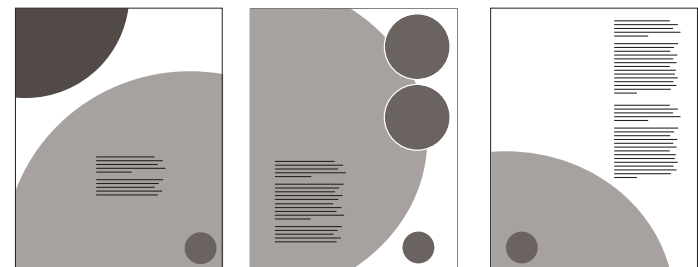
3.7

Keeping Your Balance
When we're working with circles, it's easy to get into the habit of centering everything. That's O.K., but more interesting and dynamic results can be achieved by moving the elements left and right while still maintaining a balanced layout. Also, you may want to set type flush left so that large copy blocks are easily read. You can do that while still balancing the blocks of copy with other elements and/or other blocks of copy.

Centered

Less Centered but Balanced

Balanced and Dynamic

3.8

Newsletters with Personality
It's important for newsletters to have a special masthead. That's part of what identifies them as newsletters and it's what gives them their unique personality. Just as you keep the bottom portion of other publications free of everything but the signature, the top portion of the newsletter should be reserved for the masthead. Refer to the Basic Guidelines section for information about type and color treatments.

Newsletter

Signature-Free Communication Zone

Signature Zone

Front Cover of Publication

Advertising

4.1

Stop!
When your ad runs in a newspaper or magazine, it has to compete for attention. It has to have stopping power. This is not the place for subtlety or wordiness. Try to use simple images and as few elements as possible to get attention and get your message across.

And be clear about what action steps you want the reader to take. Should they call a certain number? Visit a facility? Talk to their commanding officer?

4.2

What Makes an Ad Ad-Like?

Most ads have a prominent headline, one compelling image, short body copy and a signature for the organization that is doing the communicating.

Printing quality varies considerably from publication to publication, especially on newsprint. If the publication and/or subject matter doesn't lend itself to color reproduction, you should stick with black and white. Black and white can be very effective and most publications do it well.

For information about type, color and layout, refer to both the Basic Guidelines section and the Print Applications section.

To the right are a couple of examples of effective advertisements.

Notice the large attention-grabbing photographs and the circular graphic elements.

Self Reliance

Soldiers continually train to build skills and stay sharp. In so many ways, MWR gives you that same edge through a world of choices for you and your family. From financial counseling to preparedness for deployment or reunion.

No matter where in the world you are or what stage of life you're in, MWR offers a variety of opportunities for enhancing the quality of your whole life.

www.drum.army.mil/events/calevents.htm

FORT DRUM MWR
315.772.3304

MWR

Peace of Mind

Your well-being is important. Through MWR, you have a "safety net" of professional services that promote both personal and family stability and give you peace of mind about what's important in your life.

No matter where in the world you are or what stage of life you're in, MWR offers a variety of opportunities for enhancing the quality of your whole life.

www.drum.army.mil/events/calevents.htm

FORT DRUM MWR
315.772.3304

MWR
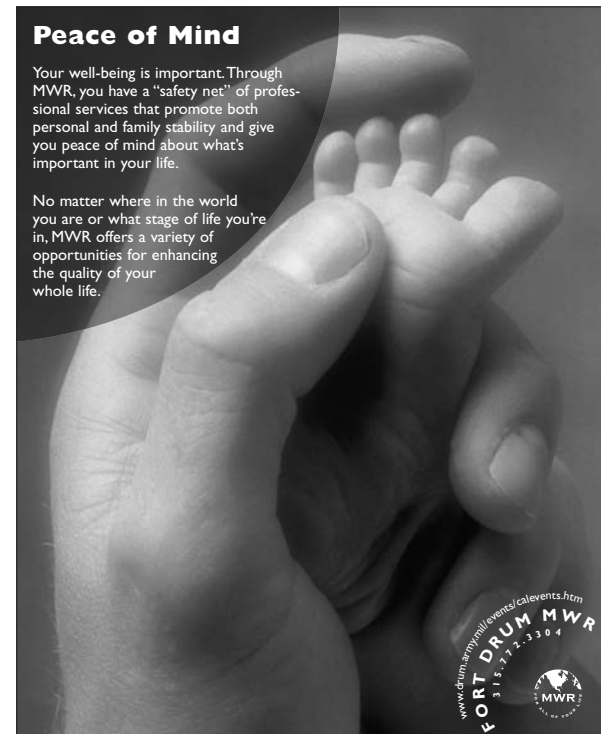
Like Publications, Only Horizontal
Presentations differ from publications
in a few ways:

1) They are almost always horizontal
which makes them easier to be seen in
a room full of people.

2) They tend to be light on copy, with
bullet points rather than copy text
in paragraphs.

Important!
On the next few pages, you will see
how, with some minor adjustments, the
guidelines for publications can be
applied to presentations. Some basic
layouts, along with Microsoft PowerPoint
templates, are shown on page 5.4. On
page 5.5 you will find more advanced
layouts accompanied by templates in
QuarkXpress. These can easily be saved
as EPS or JPEG files and imported into
PowerPoint or even saved in PDF
format.

U.S. Army MWR Visual Identity Standards

Presentations
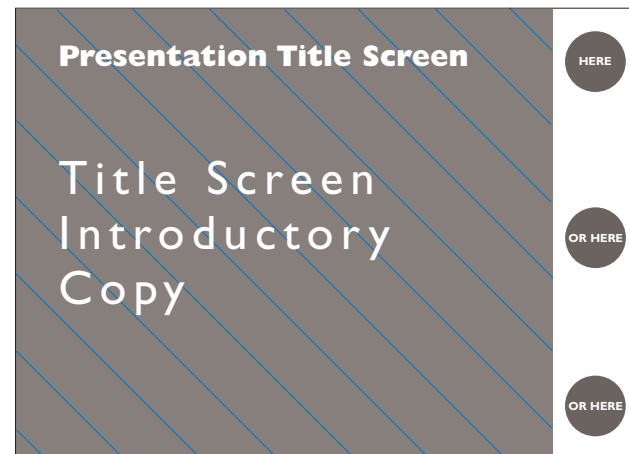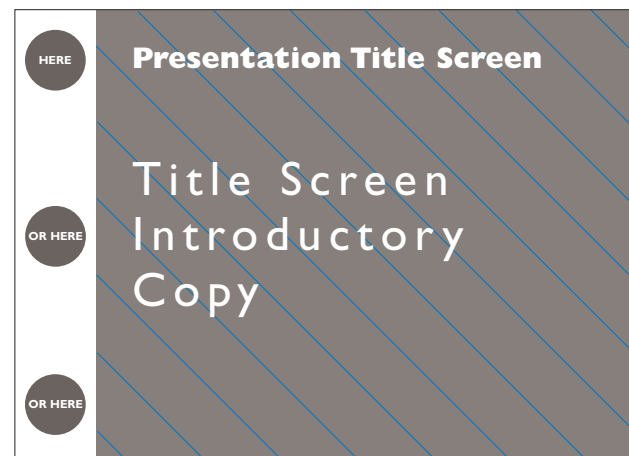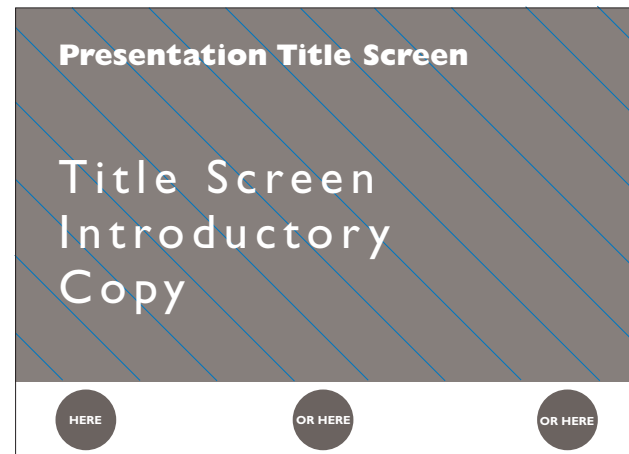
Space at a Premium
You want to impart a lot of information and by the time you put in the title and signature, there's very little space left, especially from top to bottom. If this is a problem, you need to apply the Zones approach (see Basic Guidelines) in a horizontal fashion. Signatures can be placed on either the left or right.

Presentation Title Screen

Title Screen
Introductory
Copy

HERE   OR HERE   OR HERE

HERE

OR HERE

OR HERE

Presentation Title Screen

Title Screen
Introductory
Copy

Presentation Title Screen

Title Screen
Introductory
Copy

HERE

OR HERE

OR HERE

5.3

Adding Visual Interest
There are several ways you can add visual interest to the pags of your presentations.

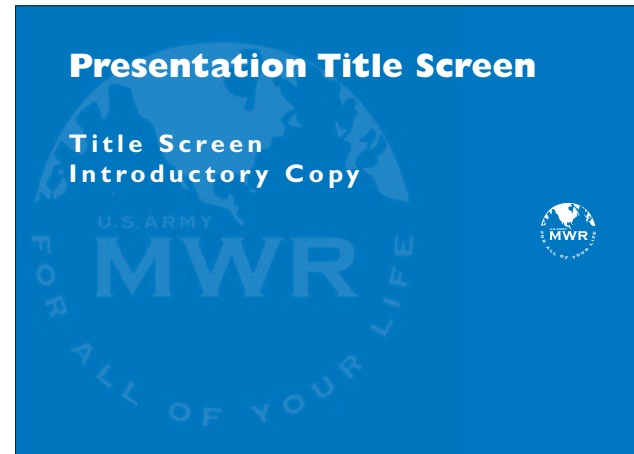Add background elements to your presentation.

Use the MWR signature as a super-graphic (keep it very light).

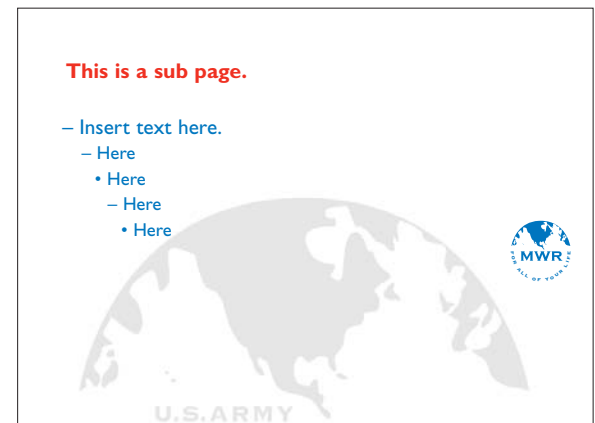You can also use parts of the signature that "bleed" off one or more edges.

If you choose one of these treatments, you should also show a full signature in the signature zone, in one of its approved colors. The larger, lighter ones are for decoration only.

Important!
Backgrounds may be too distracting for copy screens. If you use them, make sure that the type is big enough and the background light enough so that the copy is legible.
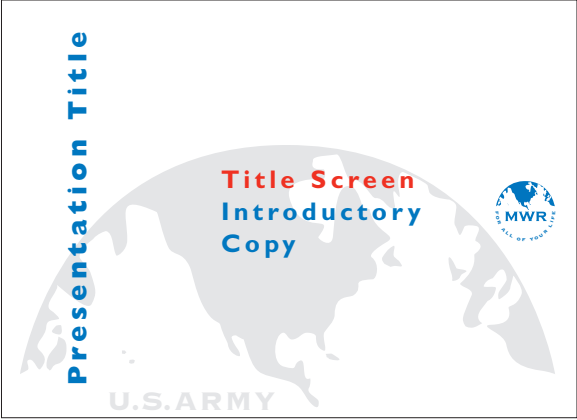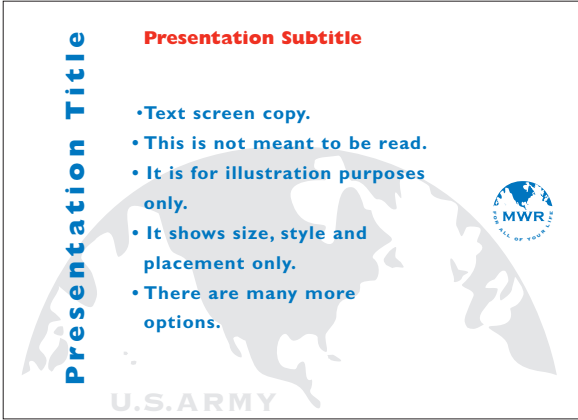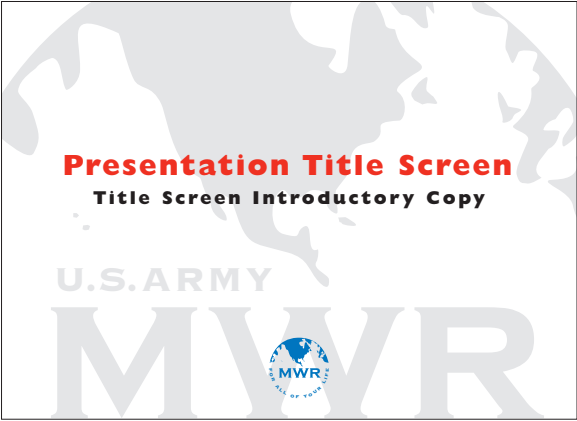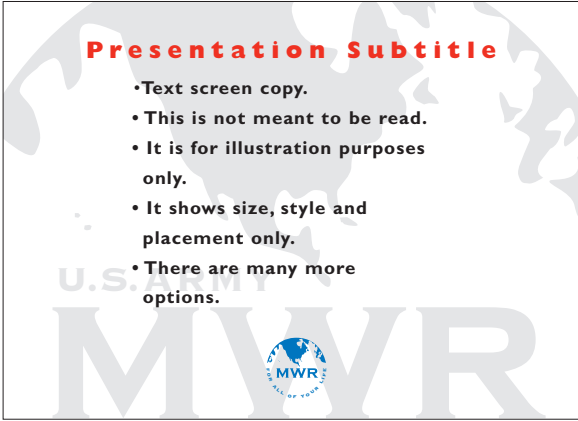
5.4

This is a title slide
See the title
This is the intro page.

MWR

This is a sub page.

— Insert text here.
  — Here
    • Here
    — Here
      • Here

MWR

1

This is a title slide

See the title
This is the intro page.

MWR

This is a sub page.

— Insert text here.
  — Here
    • Here
    — Here
      • Here

MWR

2

This is a title slide

See the title
This is the intro page.

MWR

This is a sub page.

— Insert text here.
  — Here
    • Here
    — Here
      • Here

MWR

3
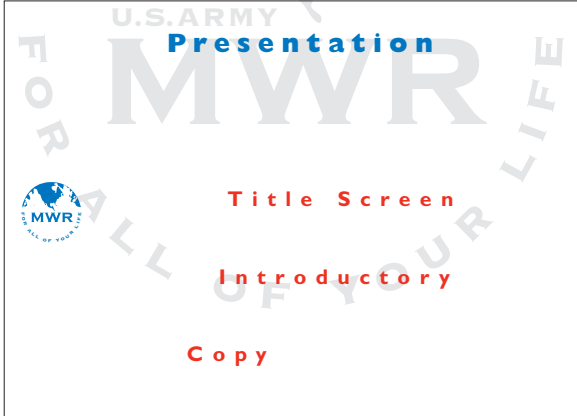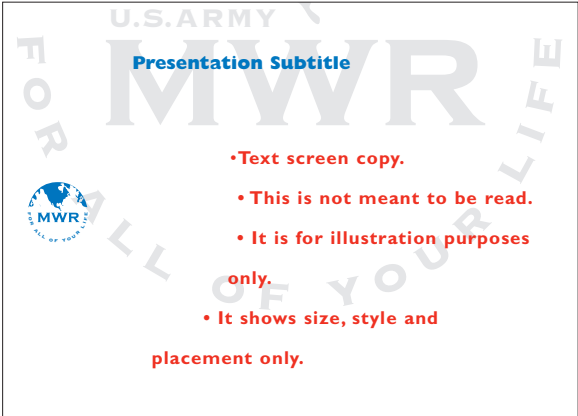
Title Screens

1   2   3

Text Screens

5.5

Slide 1 (Title Screen):
Presentation Title
Title Screen Introductory Copy

Slide 1 (Text Screen):
Presentation Subtitle
- Text screen copy.
- This is not meant to be read.
- It is for illustration purposes only.
- It shows size, style and placement only.
- There are many more options.

Slide 2 (Title Screen):
Presentation Title Screen
Title Screen Introductory Copy

Slide 2 (Text Screen):
Presentation Subtitle
- Text screen copy.
- This is not meant to be read.
- It is for illustration purposes only.
- It shows size, style and placement only.
- There are many more options.

Slide 3 (Title Screen):
Presentation
Title Screen
Introductory
Copy

Slide 3 (Text Screen):
Presentation Subtitle
- Text screen copy.
- This is not meant to be read.
- It is for illustration purposes only.
- It shows size, style and placement only.

Title Screens

Text Screens

**Presentation
Title Screen**

MWR

Title Screen

Introductory

Copy

1

Presentation Subtitle

Text screen copy.
• This is not meant to be read.
• It is for illustration purposes only.
• It shows size, style and placement only.
• There are many more options.

MWR

Title Screen
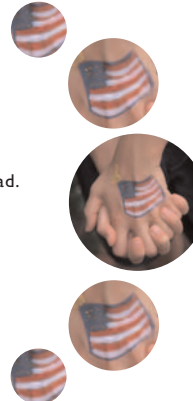
Introductory

Copy

MWR

2

Presentation Subtitle

•Text screen copy.
• This is not meant to be read.
• It is for illustration purposes only.
• It shows size, style and placement only.
• There are many more options.

MWR

**Presentation
Title**

MWR

**Title Screen
Introductory
Copy**

3

Presentation Subtitle

•Text screen copy.
• This is not meant to be read.
• It is for illustration purposes only.
• It shows size, style and placement only.
• There are many more options.

MWR

Title Screens

Text Screens

MWR customers, stakeholders and employees must have ready access to MWR information with standardized, user-friendly navigation, easily identifiable from activity to activity, installation to installation and facility to facility.

Although each Web site does not need to be identical, the core components should be consistent so that an authorized patron will realize a similar experience, for example, whether visiting Fort Bragg's golf course page, the Presidio of Monterey's overall MWR Web site, or CFSC's ArmyMWR.com.

First time visitors to any MWR-related Web page should know they are receiving an MWR branded product. A returning customer should feel assured that the MWR brand continually delivers on its promise, and that all MWR products are connected.

For sites that specifically communicate MWR at installations, we can and should make an effort to standardize our look. This is especially true for an organization as mobile as the U.S. Army because soldiers, over the course of their Army lives, will likely visit more than one Web site.

Don't forget, Basic Guidelines for color and graphic elements should be applied to Web sites to the greatest extent possible. The typographic standards for print

media are impractical when creating a web page, since the fonts must exist on the clients' computer in order to be seen. It is not necessary to use our typography standards in web development unless creating an image file or overlaying text on a photo.

Templates

The Web page templates are meant to help installations easily and inexpensively implement the MWR brand while maintaining installation integrity.

Templates give the customer user-friendly, recognizable, and familiar surroundings with ready access to the information they want while promoting a consistent relationship between them and the brand and its promise. Templates are standardized in that each:

• Contain the basic location of Web page components
• Contain the position of signature, brand, navigation, and ad space
• Are optimized for hidden search engine positioning META Tags, bookmark titles, download speed and Section 508 requirements
• Allow design options for color, style, shape proportion and image

You can find the templates at http://brand.armymwr.org

Web Pages

6.1

There are three fundamental categories of Army MWR Web pages:

1) MWR Agency Web Pages.

These include the Assistant Chief of Staff for Installation Management (ACSIM), Community and Family Support Center (CFSC), and Installation Management Agency (IMA) Web pages, which provide customers, stakeholders, and employees with program and organization information.

2) MWR Installation/Garrison Web Pages.

These provide comprehensive information about the MWR operation available at the installation.

3) MWR Facility and Activity Web Pages.

Designed strictly for the authorized MWR patron, they contain information about the facility or product/service being delivered.

Where Zones are Essential.
You see it everywhere you go on the Internet. There's the area where branding and navigation occur and the area where content occurs. Sometimes there is a very clear delineation and sometimes it's less clear, but it's there.

So it's only natural that we apply our "Zones" approach, the one that we are already using on print and presentation materials, to our Web sites.

Our look, with it's unique circular theme, benefits from the use of a corner, and we are all used to seeing the branding and navigation elements on Web pages at the top and left of our screens.

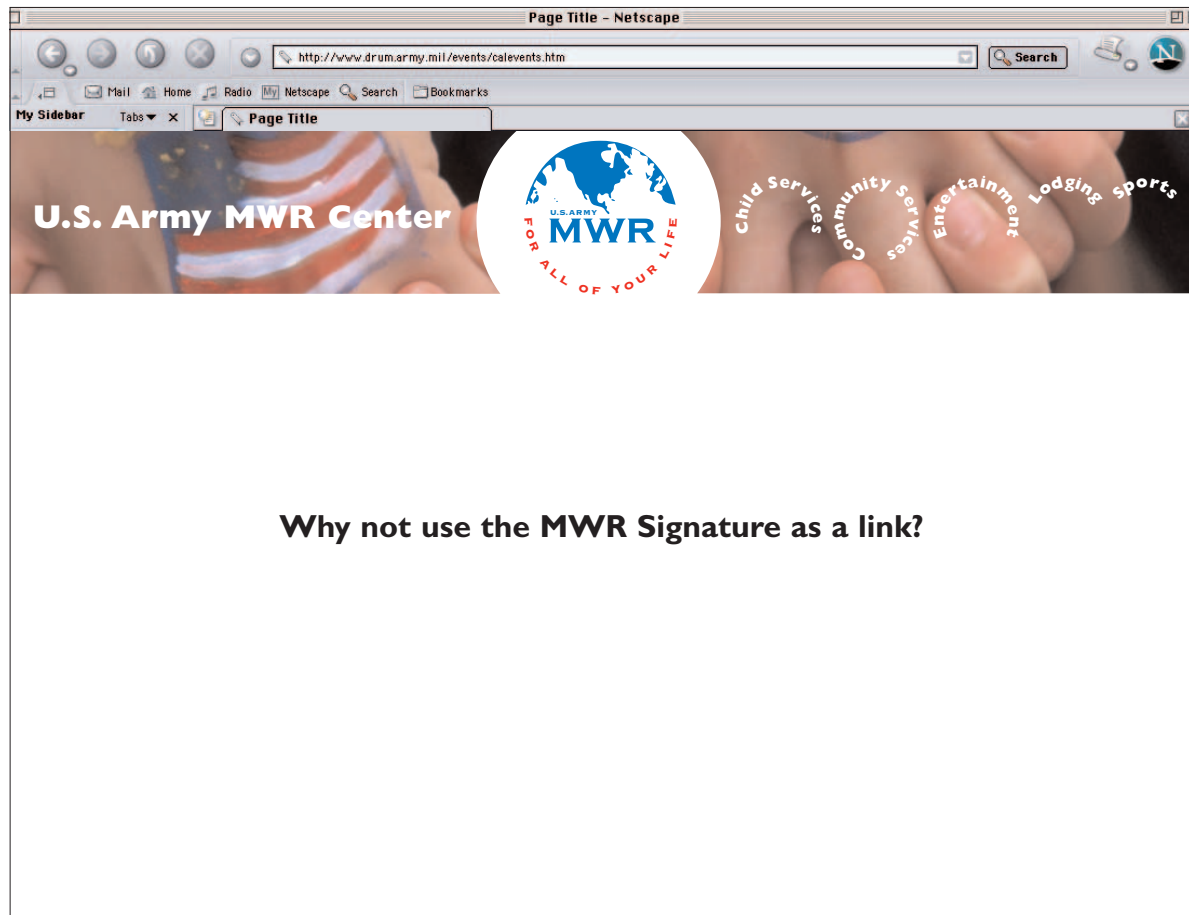On the following pages, you will see how many ways this concept can be applied.

Signature and Navigation Zone

Signature and Navigation Zone

Signature-Free Communication Zone
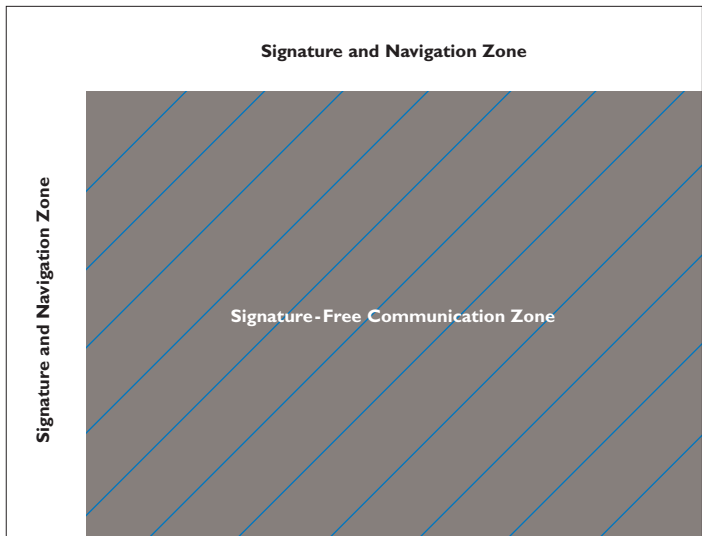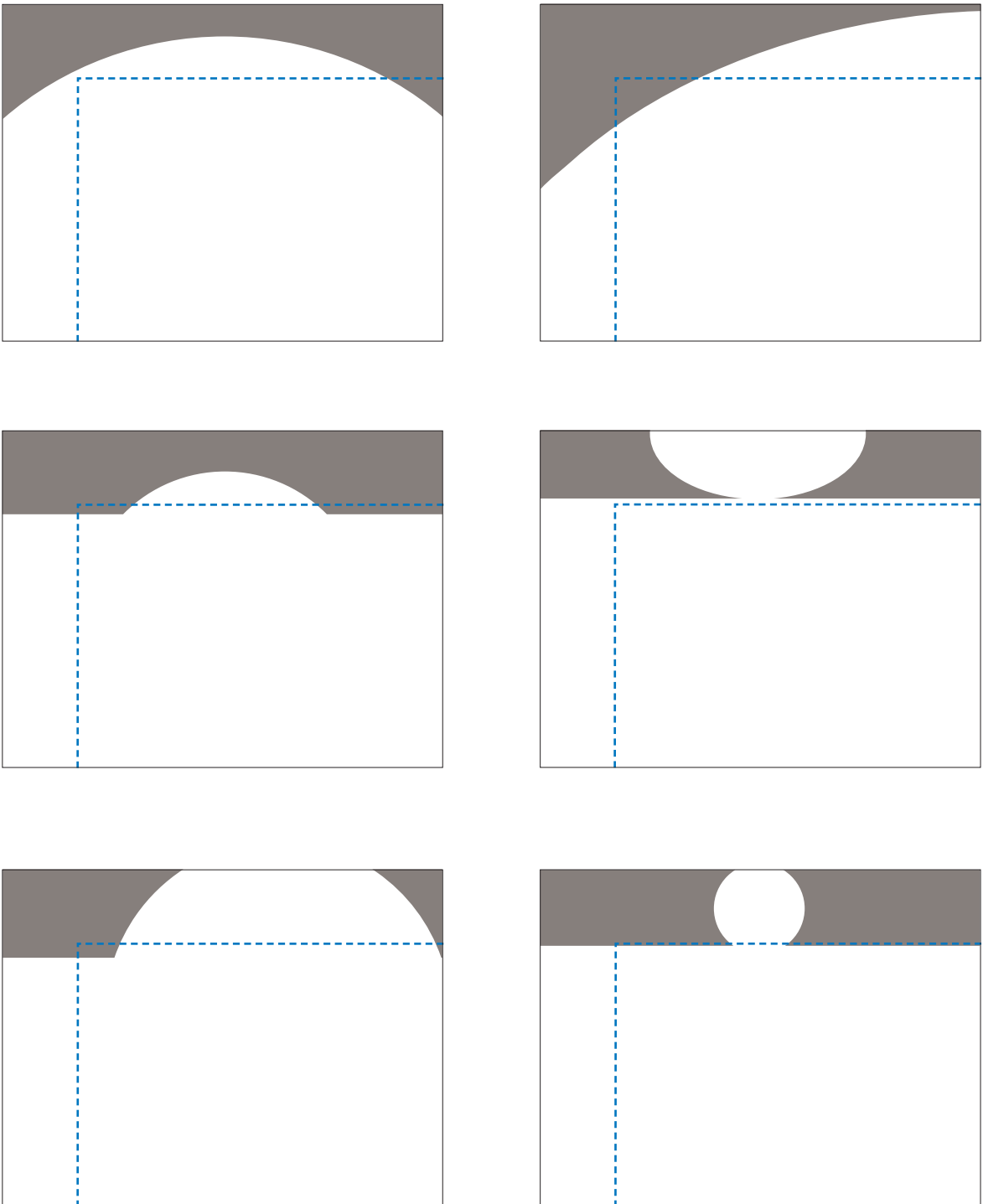
Some of the many possibilities

Why not use the MWR Signature as a link?

MWR Agency Web Pages should be consistent in content presentation and include:

• The MWR brand signature
• The agency name
• Destination navigation to lateral and down line organization agencies and installations
• Centralized news/event information
• Centralized facility host and/or navigation
• Centralized MWR brand electronic magazines
• Centralized advertising
• Centralized policy document libraries
• DoD Web policy essentials – mission, privacy/security, and up line organization links

For working templates, please visit http://brand.armymwr.org

Ft Leonard Wood
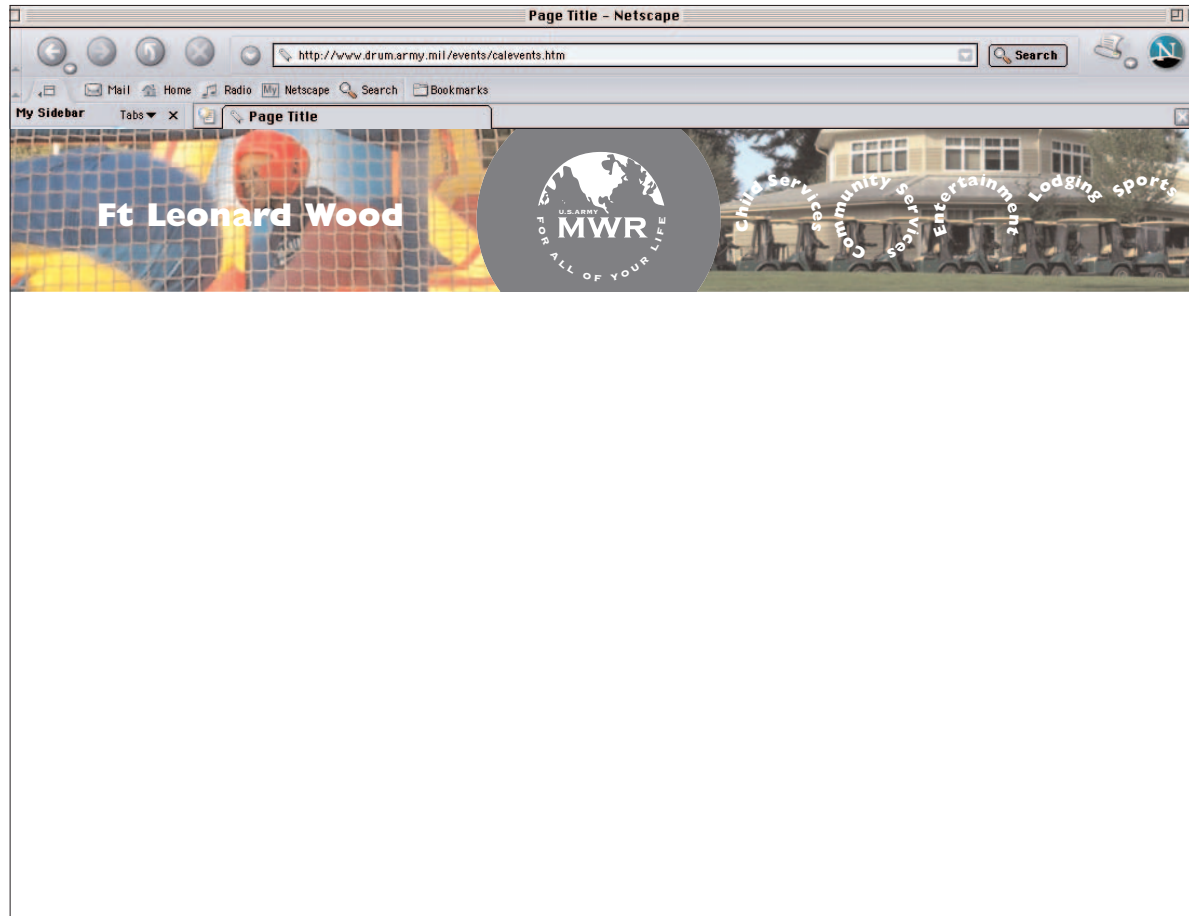
Here is where we can really shine. We can showcase our services at each installation and make it easy to access the different MWR sites. In just a few clicks, customers can see that MWR is a coordinated organization that looks and performs at a consistently high level.

MWR Installation/Garrison Web Pages should always include:
• The MWR brand signature
• The post name (Fort Someplace)
• Destination navigation to local facilities, program Web pages, and sitemap/directory/ search features
• Content, news and events
• Advertising
• DoD Web policy essentials – mission, privacy/security, and up line organization links
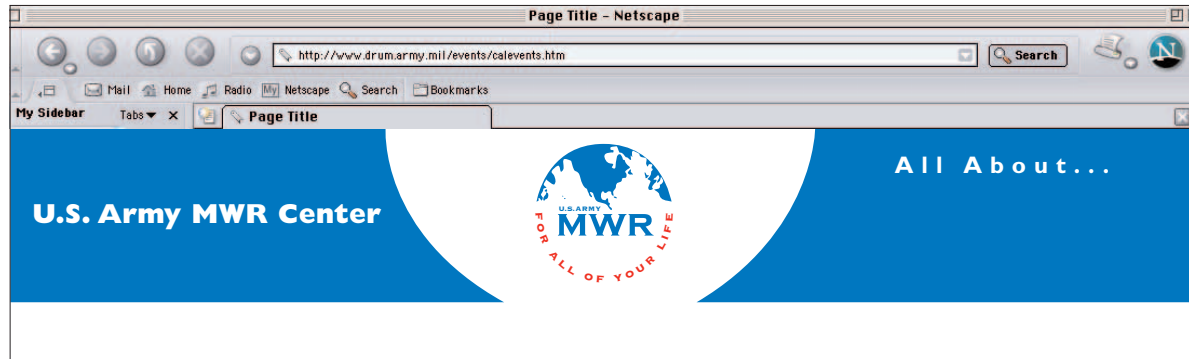
For working templates, please visit http://brand.armymwr.org

Ft Leonard Wood

MWR

Golf
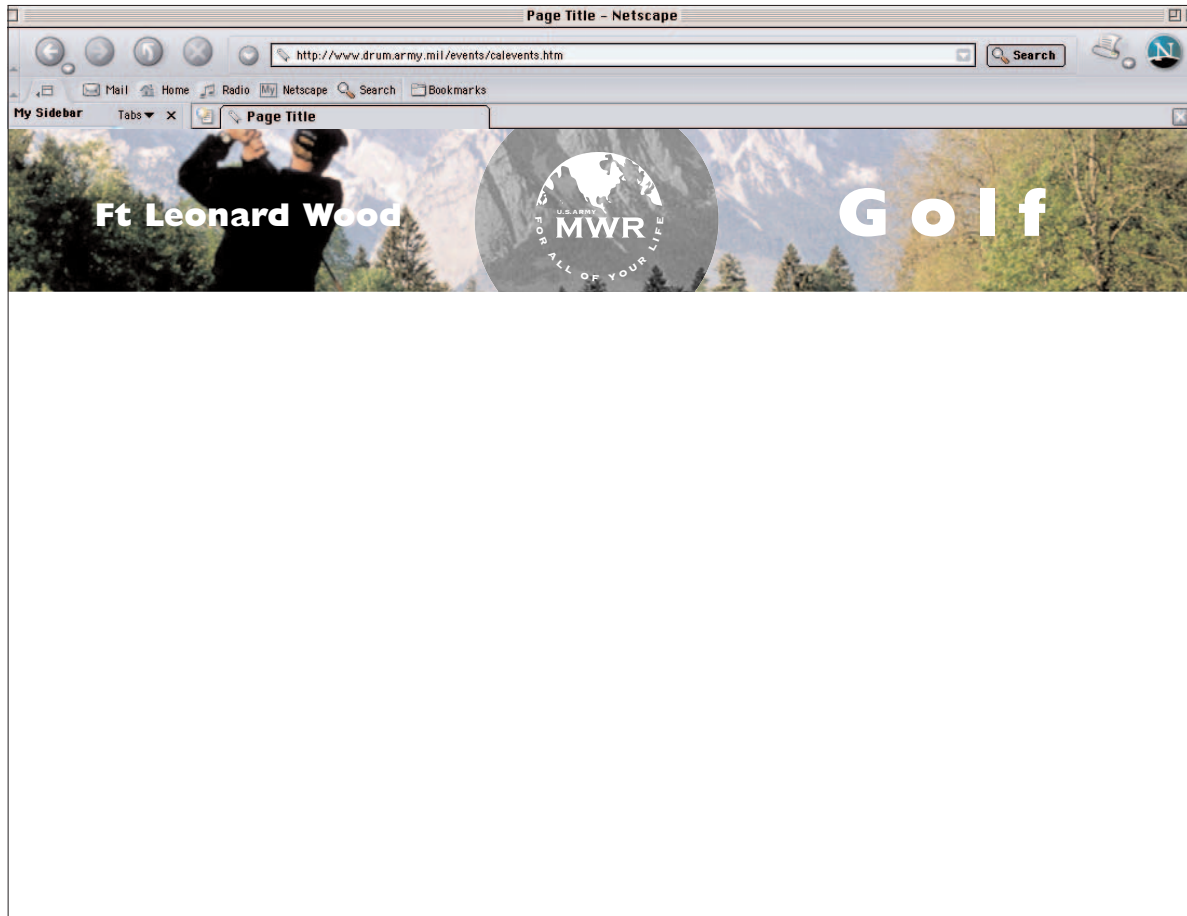
MWR Facility and Activity Web Pages should consistently include:

• The MWR brand signature
• The post name (Fort Someplace)
• The facility brand by function (Arts and Crafts Center), or title (Strike Zone)
• Destination navigation to other MWR facilities
• Content: location, contact information, amenities, news/events
• Advertising
• DoD Web policy essentials – mission, privacy/security, and up line organization links
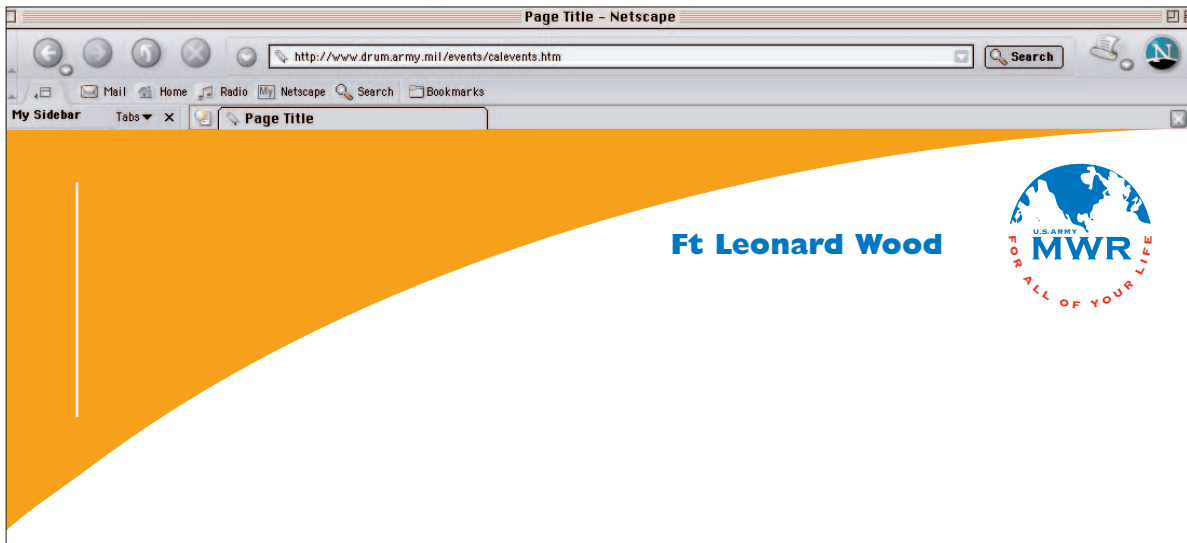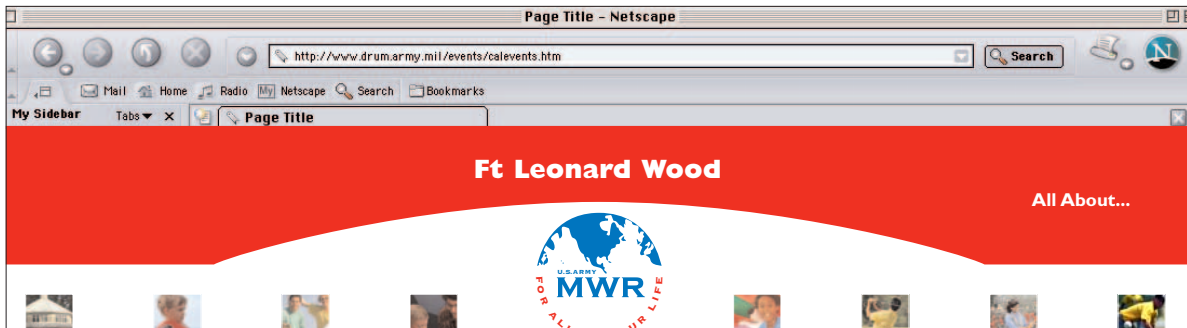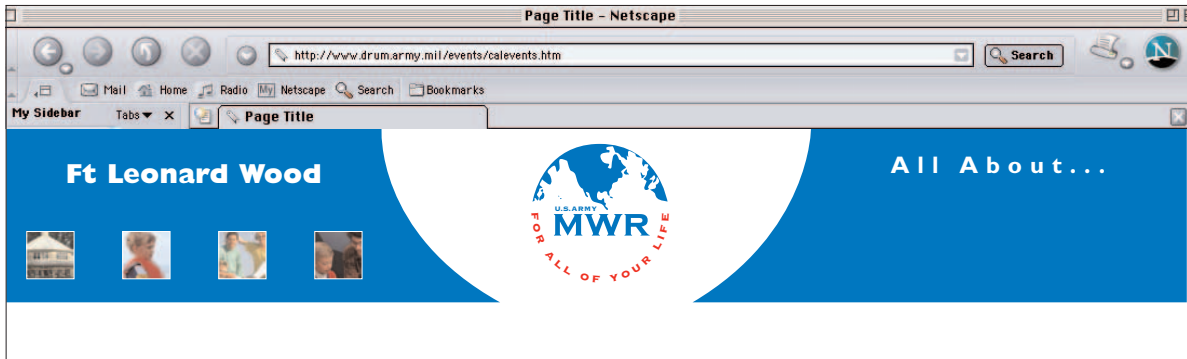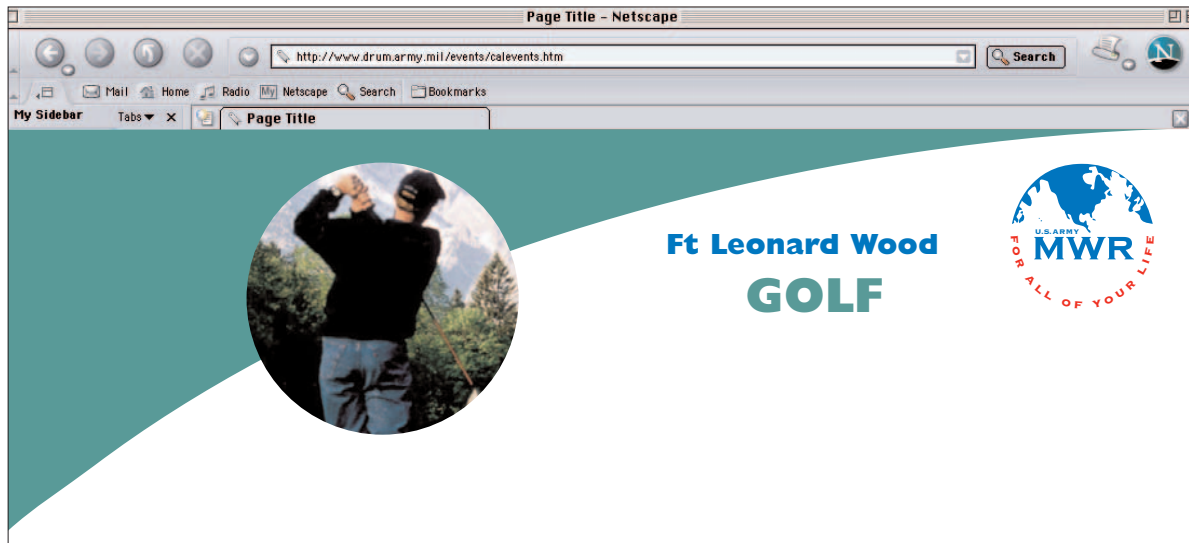
For working templates, please visit http://brand.armymwr.org

For working templates, please visit http://brand.armymwr.org

VERSION 1–7/21/03

6.9

For working templates, please visit http://brand.armymwr.org

VERSION 1–7/21/03

For working templates, please visit http://brand.armymwr.org

6.11
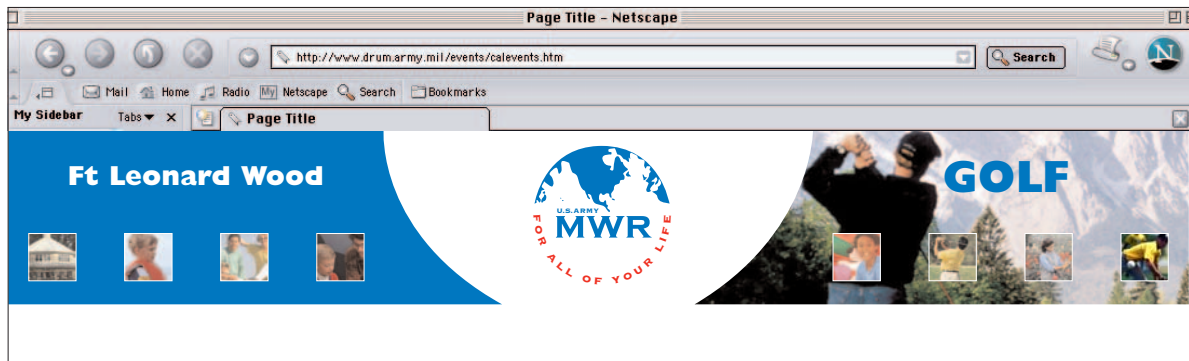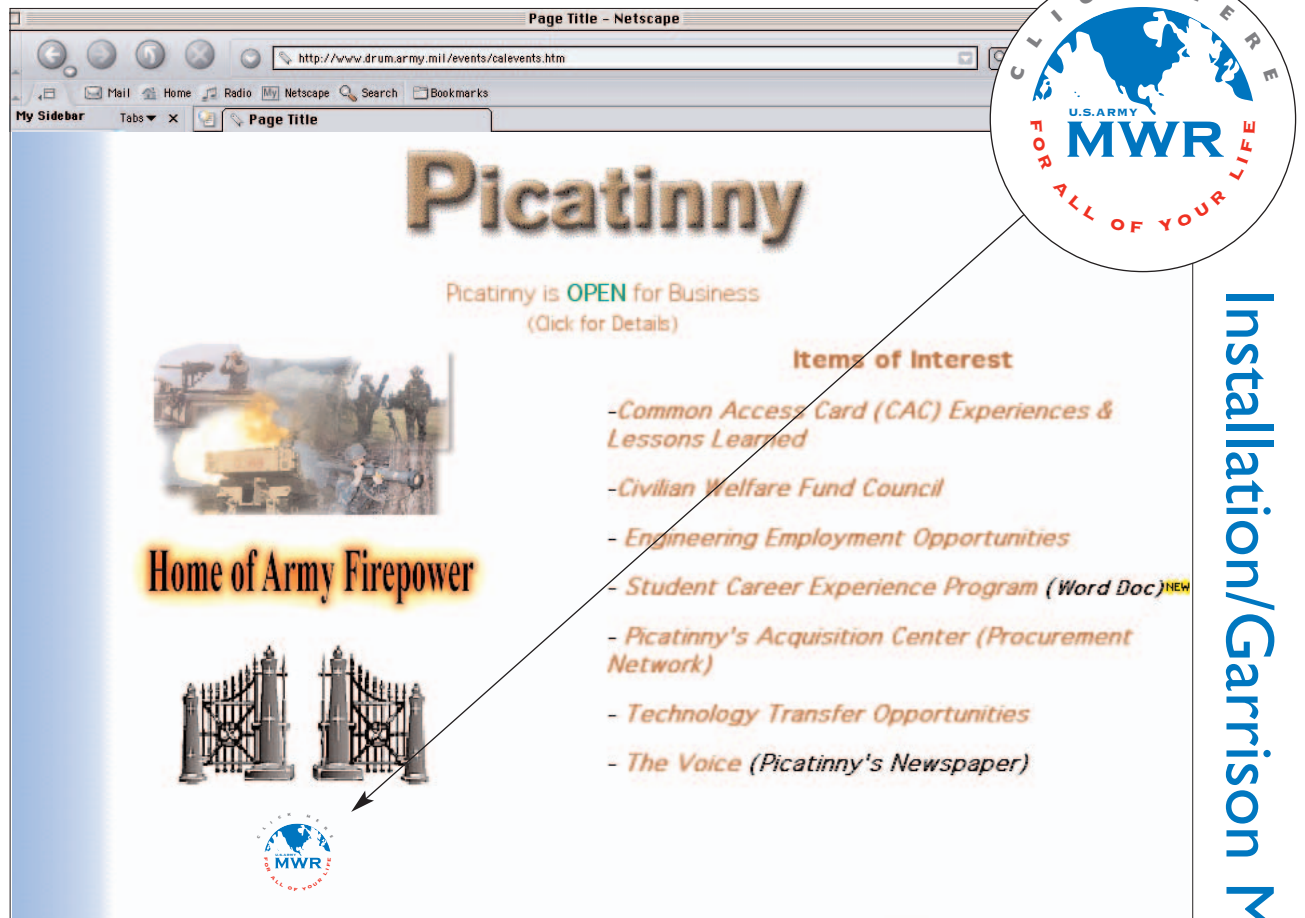
MWR is an essential mission of each Army installation.

An MWR Web presence on each garrison site is a critical opportunity to promote products and services associated with the MWR brand to authorized users. The MWR brand should be featured prominently and consistently on each installation's .mil Web site.

There should be an instant, one-step link to the installation-specific MWR Web content that is consistent from installation to installation. This means that the link should be clearly evident to visitors to the installation site, and that it should not be buried under other headings such as services, family, community, facilities, activities or DCA. It should carry the distinctive MWR brand signature and name.

Make it easy. Use the special signature provided in the Signatures Folder.

One Sign, Millions of Impressions
You don't get this kind of exposure anywhere else. Depending on placement and size, signs help get people where they want to go. They also advertise, promote, impress and help establish the MWR brand like nothing else can. And if they move, like on a vehicle, they reach even more people!

On the Ground

These signs should show both the MWR signature and name of the facility in about equal proportions. Colors, materials and techniques should be dictated by the buildings and surrounding area.

For instance, if the facility is extremely modern, the materials should be metal and plexiglass. If the facility is in a wooded area, the materials should be more natural.

Sans serif type is usually easier to read than seriffed type, so we recommend that you use the Gill family of faces.

Note: Use of the installation name is optional.

Refer to the Basic Guidelines for color and layout direction.

Name of Installation
Name of Facility

Name of Installation
Name of Facility

Name of Installation
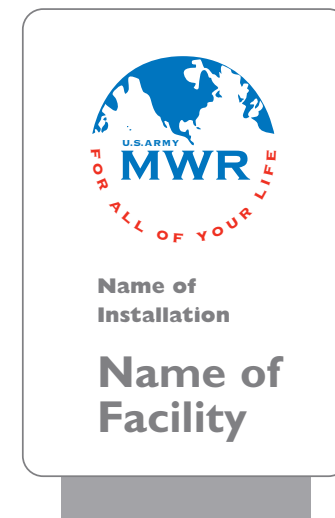
Name of Facility

On Buildings

Since signs are usually added to existing buildings, they should be in keeping with the style of architecture.

And since space is usually at a premium, the proportion of signature to name of facility should be weighted more in favor of the name of the facility.

Pin letters (letters that are cut out and pinned to walls) should be used where possible for the facility name. The circle around the signature should be as close to the color and finish of the facade as possible. Make it look like the signature is floating on the facade. Sans serif type is usually easier to read than seriffed type, so we recommend that you use the Gill family of faces.

Refer to the Basic Guidelines for color and layout direction.

Name of Facility

Name of Facility

Name of Facility
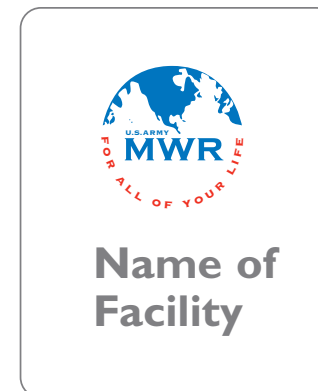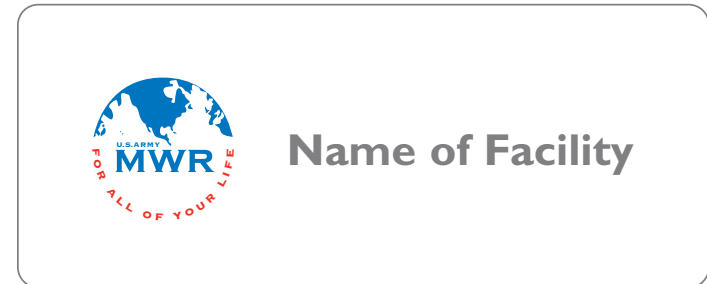
Help!

If you've ever been lost, you know how welcome a good directional sign is.
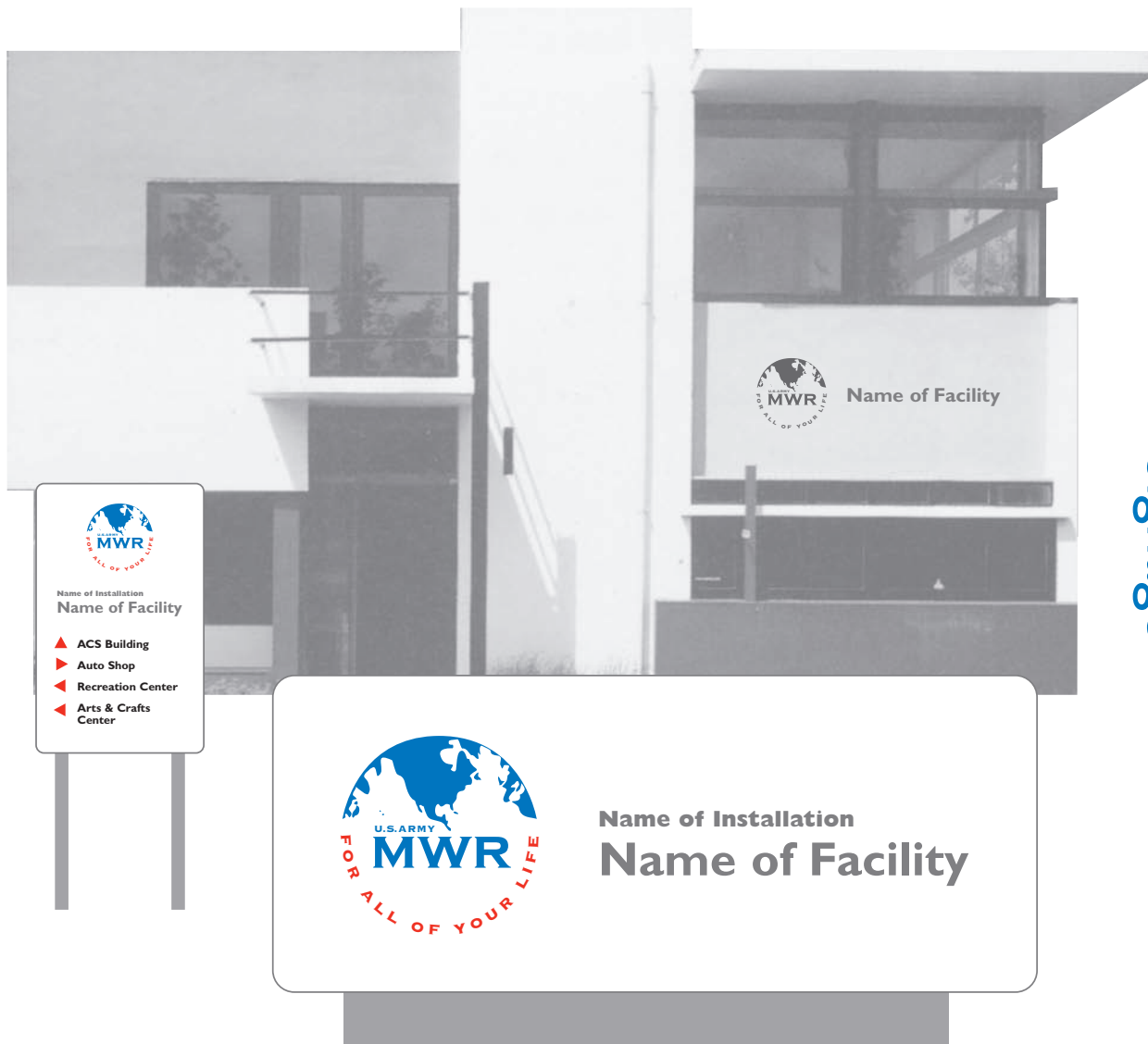
Make sure that the layout, size of type and colors are easy to read from a distance.

Again, sans serif type is usually easier to read than seriffed type, so we recommend that you use the Gill family of faces.

Refer to the Basic Guidelines for color and layout direction.

U.S. ARMY MWR
FOR ALL OF YOUR LIFE

Name of Installation
Name of Facility

▲ **ACS Building**

▶ **Auto Shop**

◀ **Recreation Center**

◀ **Arts & Crafts Center**

7.5

Name of Installation
Name of Facility

▲ **ACS Building**
▶ **Auto Shop**
◀ **Recreation Center**
◀ **Arts & Crafts Center**

Name of Facility

U.S. ARMY
MWR
FOR ALL OF YOUR LIFE

Name of Installation
Name of Facility

Shows all sign types together on one facility.

Better Than Signs – They Move
What a great way to reach people on and off the installation. If possible, the signature should be applied by stencil with no border around it. If that's not possible, you can put the signature on a plaque but don't forget to refer to the Basic Guidelines.

Get Credit
Some of the services we bring to installations we don't deliver ourselves, but we do make it happen and it's a great opportunity to get recognition and align our brand with other well thought of brands.

Unlike other branding applications, here we take a supporting role and the designs should reflect that. In size, placement and general prominence, we should take a secondary role.

Co-Branding

Just a Reminder

Clearly these samples show a Strike Zone facility and a Strike Zone menu, but whenever possible, we should try to have a presence.

It's a great way to enhance our reputation and partner with the branded vendors we bring to installations.

The opportunities are everywhere. MWR should be represented on everything from doors of facilities to uniforms to premiums.

Generally speaking, there are three ways to give the featured brand prominence. In order of importance, they are: 1) Placement. Vertically, the top of the page is ideal. Horizontally, the left side is preferable, since we all read from left to right. 2) Size. Bigger is better. 3) Color. That is, color for the featured brand and black and white for Army MWR.

Menu Offerings

Breakfast
Eggs and Cheese Muffin
Bacon, Ham or Sausage
Egg Platter with Bacon, Ham or Sausage, Hash Browns and Toast
Omelet
Sausage Gravy and Biscuits
French Toast Stix

Burger and Sandwiches
Cheeseburger
Hamburger
Grilled Chicken Sandwich
Philly Cheese Steak
Turkey Club
Hot Dog
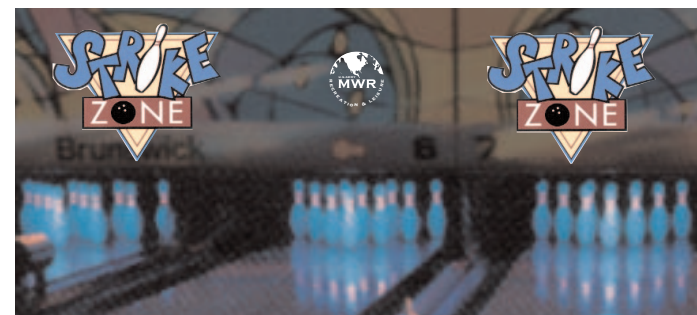Chili Dog
Grilled Cheese
Tuna Melt

Soup, Salads and Sides
Soup
Chili
House Salad
Grilled Chicken Salad
Taco Salad
French Fries
Onion Rings

Pizza
Cheese, Pepperoni, Vegetable, Supreme

Light Snacks
Wicked Wings
Mozzarella Sticks
Nachos
Macho Nochos
Buffalo Tenders

U.S. Army MWR Visual Identity Standards

Supporting Role

Armed Forces

Recreation Centers

HALE KOA
HOTEL

shades
of green

DRAGON HILL LODGE
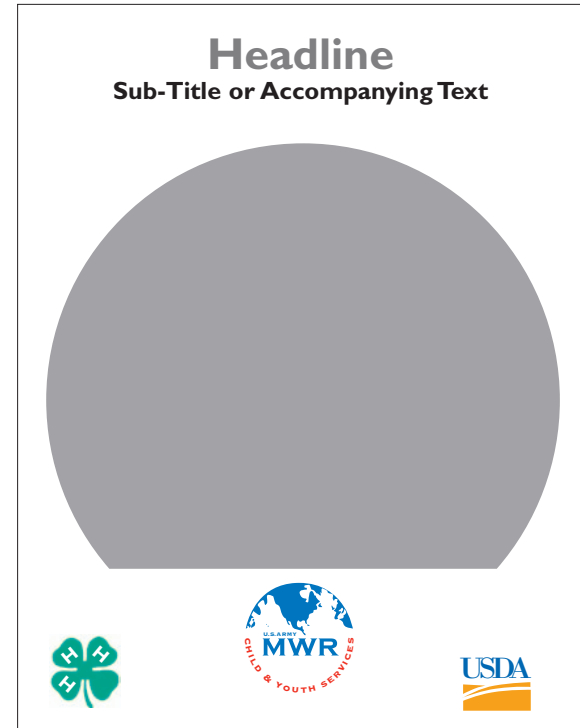
Brochure Front Cover

Brochure Back Cover

**Good Partners,
in the Signature Zone, Together**
Often several groups or organizations work together to bring goods or services to the men and women of the U.S. Army or the surrounding community.

The goal should be to give the appropriate share of credit to each sponsor not only in images and words, but by the weighting of signatures. How we represent that relationship is important. Everyone involved deserves a share of the credit and balance is everything.
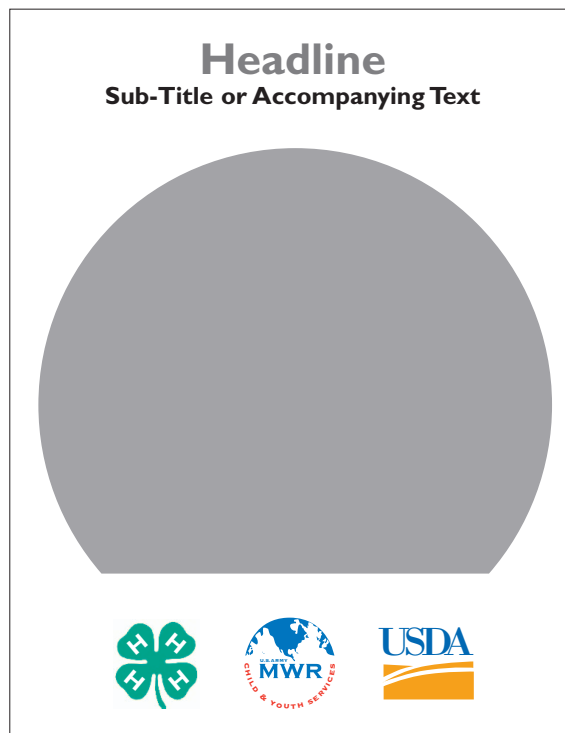
And don't forget, if we are the lead organization and we are creating the materials, use the Army MWR style.

Refer to the Basic Guidelines section.

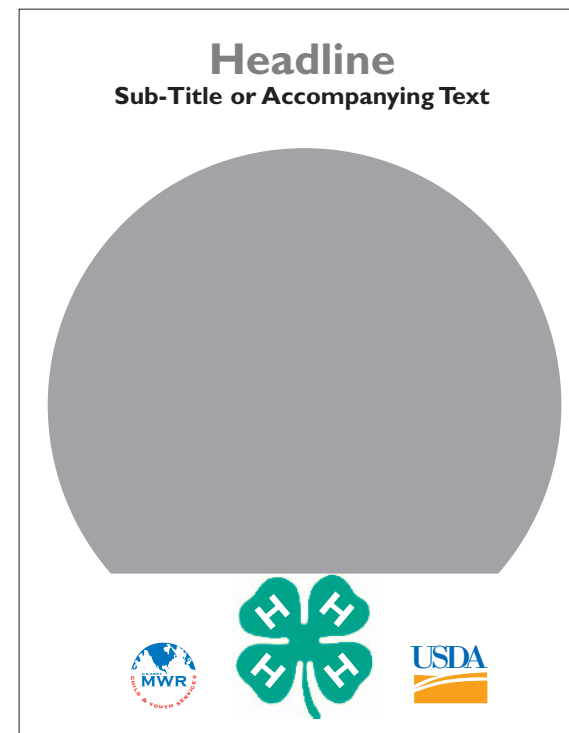### Headline
Sub-Title or Accompanying Text

When we're the lead organization

8.5

Headline
Sub-Title or Accompanying Text

Organizations are equal contributors

Headline
Sub-Title or Accompanying Text

Another organization is in the lead

Contact Us

E-mail us at
Brand@cfsc.army.mil

Visit the Web site at
http://brand.armymwr.org

U.S. ARMY
MWR
FOR ALL OF YOUR LIFE